GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Health, Medical &Family Welfare Department- COVID Appropriate Behaviours – Intensive IEC/BCC Activities – 15-day campaign - Orders – Issued.

HEALTH, MEDICAL & FAMILY WELFARE (B2) DEPARTMENT

G.O.Rt.No.121 **Dated.22.03.2021**

Read as following:

1.G.O. Rt.No.520, HM&FW (B2) Department, dt.09.10.2020 .
2. COVID Instant Order-83, dt.13.10.2020.
3. COVID Instant Order-83A, dt.17.10.2020.
4.COVID Instant Order-83B, dt.21.10.2020.
5. G.O. Rt.No.733, HM&FW (B2) Department, dt.30.11.2020

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ORDER:

Whereas the World Health Organization (WHO) has declared the Corona virus Disease (COVID-19) epidemic affecting all the regions of the World as Pandemic. The Government of Andhra Pradesh has undertaken several measures including strengthening of surveillance for prevention, containment and control of COVID-19.

2. However, in recent past cases started increasing in some parts of Country due to relaxed behaviour of community. Keeping this in view a 15-day campaign is to be taken up with an intension to create awareness in the community on COVID appropriate behaviour and importance of vaccination to the eligible age groups. This is done with a larger goal of containing and controlling infection in the State there by preventing any further increase in cases. To achieve this there is a need to inculcate the COVID appropriate behaviours such as Wearing of Mask, Maintenance of Social Distancing and Frequent Hand Washing as new normal. This will also enable the communities to be more resilient for any future epidemic.

3. IEC/BCC activities on proper way to wear and dispose a mask, the correct steps of hand washing and maintenance of 6 feet physical distancing shall be implemented in an intensified way. Display of Posters and Hoardings, publicity through print & electronic and social media on COVID appropriate behaviour shall be continued throughout the 15 day campaign period. Soft copy of publicity material can be downloaded from:
https://drive.google.com/drive/folders/1cb9ZL6_UhJEGf5lU7sF0gVnXuyfMEkdn

4. Landing page of all Government websites shall have the three-line message displayed. All advertisements/ notices issued by Government Departments shall have the three-line messaging incorporated at the bottom.

Three-line message:

1. Wearing a Mask (Maaske Kavacham): Maask Sariga Pettu – Carona Aata Kattu
2. Physical Distancing: Aaru adugula dooram – Karonaa meeku dooram
3. Hand Washing: Chethula Shubhram – Aarogyam Bhadram /
   Mana Aarogyam - Mana Chethullo

5. A Day wise campaign for 15 days has been attached to this Government Order for strict compliance. The District Collectors shall submit action taken report to the Commissioner, Health and Family Welfare everyday during the campaign period on the activities taken up during this campaign.

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6. All the Spl.Chief Secretaries / Principal Secretaries / Secretaries and all the District Collectors are directed to implement the above orders.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

ADITYA NADH DAS,
CHIEF SECRETARY TO GOVERNMENT

To
The Spl. Chief Secretaries / Principal Secretaries / Secretaries of concerned Departments
All the District Collectors in the State.
The DGP, A.P., Mangalgiri.
The Police Commissioner of Vijayawada & Visakhapatnam.
All the Superintendents of Police in the State.
All the Municipal Commissioners in the State.
All the HoDs under the control of HM&FW Department.
All the DM&HOs in the State.

Copy to:

All the Special Chief Secretaries/Principal Secretaries /Secretaries to Government.
PS to Addl. C.S. to CM.
OSD to Dy. CM (H, FW&ME).
PS to Prl. Secretary to Government, HM&FW Department.
PS to Prl. Secretary (Poll).
PS to Commissioner, I&PR.

//FORWARDED: : BY ORDER//

SECTION OFFICER

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ANNEXURE TO G.O.Rt.No.121 , HM& FW(B2)Dept, dt.22.03.2021

Intensified IEC Activities on COVID Appropriate Behaviour and Vaccination with day wise activity

S. No	Date	Activity	Details of Activity	Officers Responsible for Implementation
1	**24-Mar-21**	1. Press briefing by District Collector on the necessity and importance of Campaign 2.Meeting with DM&HO, PD DRDA, PD DOMA, Municipal Commissioners, Panchayat Raj Officials, DEOs and other related line department officers to explain about campaign on COVID appropriate behaviour and vaccination 3. Meeting with Chamber of Commerce & Shop Keepers/ Merchant Associations 4. Meeting with Cinema Halls Owners/ Management	Briefing the Officers and association members on: ·Starting the campaign in electronic and print media on COVID appropriate behaviour ·COVID appropriate behaviour to be followed by Shops and establishments, and Cinema Halls ·IEC Hoardings & posters to be displayed ·No mask, No entry policy to be enforced ·Importance of maintenance of physical distance while shopping ·Hand Sanitization of customers ·Disinfection of Premises ·Other COVID related activities and their importance ·Awareness generation on COVID Vaccination and its importance to the eligible age groups	District Collector along with Joint Collector health and Municipal Commissioners
2	**25-Mar-21**	SHG Groups-Awareness & Rally	·Awareness generation on COVID appropriate behaviour and Vaccination to Zilla Samkhya/ Mandal Samkhya	PD DRDA/ DPM Trainings
			·Awareness generation on COVID appropriate behaviour and Vaccination to Village Organizations	APM, YSR Kranthi Padham(YKP)
			·Awareness generation on COVID appropriate behaviour and Vaccination to SHG Groups	Community Coordinator
			· Individual Member level awareness in SHG meeting by SHG leader · Awareness generation on COVID Vaccination and its importance to the eligible age groups	VOA's
3	**26-Mar-21**	1.Verification of COVID appropriate behaviour and enforcement in all Cities/ Municipalities/ Towns/Villages 2.Verification of COVID appropriate behaviour in all shops and establishments	Verification of Implementation of COVID Appropriate Behaviour and its enforcement ·Display of Hoardings/posters/stickers at shops and establishments ·No mask, No entry policy ·Maintenance of physical distance while shopping ·Availability of Hand Sanitizers ·Disinfection of Premises	District Officers in charge of mandals/ Municipal Commissioners/ Tahsildar's/ MPDO's

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4	**27-Mar-21**	Press Conference, Print, Electronic and Social Media Campaign	1. Press Conference with Hon'ble Ministers, MPs, MLAs, MLCs, Public representatives at District Level and appeal to public to maintain COVID appropriate behaviour for their benefit and for the benefit of community. Awareness generation on COVID Vaccination and its importance to the eligible age groups. 2. Press Conference at Mandal Level and appeal to public to maintain COVID appropriate behaviour for their benefit and for the benefit of community. Awareness generation on COVID Vaccination and its importance to the eligible age groups	District Collectors District Officers in charge of mandals designated by district collectors
5	**28-Mar-21**	Verification of COVID appropriate behaviour and enforcement in Cinema Halls at all Cities/Municipalities/ Towns/Panchayati's	Verification of Implementation of ·Display of Hoardings/posters/stickers at Cinema Halls ·No mask, No entry policy ·Maintenance of physical distance while entering into Cinema Halls ·Availability of Hand Sanitizers ·Disinfection of Premises	Joint Collectors in Cities, Municipal Commissioners in Towns and Tahsildar's/ MPDO's in all Panchayati's/ Villages
6	**29-Mar-21**	1. Creation of Awareness amongst School children and college students	1. The first slot of the school/college shall be dedicated for explaining COVID appropriate behaviour by respective class teachers/lecturers to the students with practical demonstration of wearing a mask, removing a mask, disposing a mask, maintaining of 6 feet distance and correct procedure for hand washing. 2. Teacher/lecturers shall make students to shout slogans on three COVID appropriate messages • Maask Sariga Pettu – Carona Aata Kattu • Aaru adugula dooram – Karonaa meeku dooram • Chethula Shubhram – Aarogyam Bhadram / Mana Aarogyam - Mana Chethullo 3. Teacher/lecturers shall encourage students to repeat the same to their patients at home	Principal of colleges/School Head Masters/MEOs

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		2. Meeting with Owners and management of Hotels/Restaurants/ Shopping Malls	Briefing the Owners and Management on: ·COVID appropriate behaviour to be followed by all Hotels, Restaurants/Shopping Malls ·IEC Hoardings & posters to be displayed outside and inside Hotels, Restaurants/Shopping Malls ·No mask, No entry policy to be enforced ·Importance of maintenance of physical distance ·Hand Sanitization of customers ·Disinfection of Premises ·Awareness generation on COVID Vaccination and its importance to the eligible age groups	Joint Collector / Municipal Commissioner
7	**30-Mar-21**	Meeting with Unions and Owner's Associations of Buses, Lorry, Taxis, Autos to explain about campaign on COVID appropriate behaviour and its strict implementation	Briefing the Owner's Associations on: • COVID appropriate behaviour to be followed by all Transport Vehicle Owners Associations and it is their responsibility to educate their drivers, workers and staff on its implementation • No mask, No entry policy to be enforced • IEC posters/stickers to be displayed outside and inside buses/Lorry's/Taxis/Autos • Importance of maintenance of physical distance • Hand Sanitization of passengers • Periodic Disinfection of frequently touched areas • No passengers allowed to sit inside the lorry's •Awareness generation on COVID Vaccination and its importance to the eligible age groups	District Collectors along with Superintendent of Police, and Deputy Transport Commissioner
8	**31-Mar-21**	Meeting with all Plant Heads, Vice Presidents/ General Managers (Government relations) Chief Personal Officers to explain about campaign on COVID appropriate behaviour and to urge for its strict implementation	Briefing the all industrial establishment officers on: • COVID appropriate behaviour to be followed by Industries • No mask, No entry policy to be enforced • IEC Hoardings to be placed at entrance of the Industries/factories • Posters/stickers to be displayed in every work place • Importance of maintenance of physical distance • Hand washing techniques have to be displayed inside the lunch rooms and toilets. • Frequent Hand Sanitization of staff and workers • Disinfection of Industries/Factories premises • Disinfection of frequently touched areas • Awareness generation on COVID Vaccination and its importance to the eligible age groups	District Collectors along with GM Industries

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9	**1-Apr-21**	Verification of COVID appropriate behaviour and enforcement in Buses, Lorry's, Taxis and Autos	Verification of Implementation of • Display of posters/stickers outside and inside buses/Lorry's/Taxis/Autos • No mask, No entry policy • Maintenance of physical distance while travelling in Buses/Taxis/Autos • Availability of Hand Sanitizers in vehicles • Disinfection of Vehicles and frequently touched surfaces	RTO's/Motor Vehicle Inspectors/Assistant Motor Vehicle Inspectors/Circle Inspector and Sub Inspector of police (SHO)
10	**2-Apr-21**	1. Verification of COVID appropriate behaviour and enforcement in all Industries	Verification of Implementation of • COVID appropriate behaviour to be followed by all Industries/factories • No mask, No entry policy to be enforced • IEC Hoardings to be placed at entrance of the Industries/factories • Posters/stickers to be displayed in every work place • Importance of maintenance of physical distance • Frequent Hand Wash/Sanitization of staff and workers • Disinfection of frequently touched areas	GM Industries and IPO's
		2. Verification of COVID appropriate behaviour and enforcement in Hotels/ Restaurants/Shopping Malls at all Cities/Municipalities/ Towns/Panchayati's	Verification of Implementation of •Display of Hoardings/posters/stickers at Hotels/Restaurants/Shopping Malls •No mask, No entry policy •Maintenance of physical distance •Availability of Hand Sanitizers •Disinfection of Premises	Municipal Health Officers in Corporations/ Municipalities/Towns Health Officials/ Sanitary Inspectors in Villages
11	**3-Apr-21**	Village/Ward secretariat level awareness	1. District Level - Meeting with all MPDO's & Municipal Commissioners and briefing them on COVID appropriate behaviours and their enforcement in Villages/Wards. Awareness generation on COVID Vaccination and its importance to the eligible age groups	Joint Collector-V&WS
			2. Mandal Level - Meeting with all Panchayat Secretaries and briefing them on COVID appropriate behaviours and their enforcement in Panchayats/Villages. Awareness generation on COVID Vaccination and its importance to the eligible age groups	MPDO's
			3. Municipality Level - Meeting with all Panchayat Secretaries and briefing them on COVID appropriate behaviours and their enforcement in Panchayats/Villages. Awareness generation on COVID Vaccination and its importance to the eligible age groups	Municipal Commissioner

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12	**4-Apr-21**	Competition for students online/offline on COVID appropriate behaviour	All colleges Principals/School Headmasters/Management of all Govt & Private Schools to conduct online and offline competitions COVID appropriate behaviour	DEO/APC/RIO
13	**5-Apr-21**	1. Verification of COVID appropriate behaviour at Village and Ward Secretariat Level	Implementation of IEC activities at Village/Ward level by Village and Ward Secretaries through: •Erection of Hoardings/affixing posters •TOM TOM in villages on COVID appropriate behaviour and Vaccination •Mike announcements in all Wards and Villages through Autos/Rikshaws •House to House to visit by Volunteers & ASHAs and explaining COVID appropriate behaviour thorough demonstration and awareness generation on COVID Vaccination and its importance to the eligible age groups •Identification of eligible and missing beneficiaries and to motivate them for vaccination	Municipal Commissioner/ MPDO's/ Panchayat Secretaries
		2.Religious Heads meeting	Briefing the Temple Executive Officers on: •COVID appropriate behaviour to be followed at all Temples •IEC Hoardings & posters to be displayed outside and inside at all prominent locations •No mask, No entry policy to be enforced •Regular announcements maybe given on COVID appropriate behaviour •Maintenance physical distance and Hand sanitization have to be displayed at queue lines •All the frequently touched surfaces shall be sanitized periodically with 1% sodium hypochlorite solution. •Adequate care should be taken at tonsuring location (kalyana katta). •Awareness generation on COVID Vaccination and its importance to the eligible age groups	Joint Commissioner-Endowments
			Briefing the Faith Leaders on: •COVID appropriate behaviour to be followed at all Mosques and churches •IEC Hoardings & posters to be displayed outside and inside at all prominent locations •No mask, No entry policy to be enforced •Maintenance physical distance and Hand sanitization have to be displayed at prayer locations •People should sanitize before entering mosque/church •Awareness generation on COVID	Minority Welfare Officer

			Vaccination and its importance to the eligible age groups	
14	**6-Apr-21**	Press Conference, Print, Electronic and Social Media Campaign	1. Press Conference with Hon'ble Ministers, MPs, MLAs, MLCs, Public representatives at District Level and appeal to public to maintain COVID appropriate behavior for their benefit and for the benefit of community and create Awareness on COVID Vaccination and its importance to the eligible age groups 2. Press Conference at Mandal Level and appeal to public to maintain COVID appropriate behavior for their benefit and for the benefit of community and create Awareness on COVID Vaccination and its importance to the eligible age groups	District Collectors District Officers in charge of mandals designated by district collectors
15	**7-Apr-21**	Candle Rallies	Candle Rally by Senior officers, Doctors, Celebrities at District Level	District Collectors
			Candle Rally by Mandal Level officers, Doctors, Celebrities at Mandal/Municipality Level	District Officers in charge of mandals designated by district collectors
			Candle Rally by Village level officers, Doctors at Village/Ward Level	Tahsildar's/MPDO's/ Municipal Commissioners

ADITYA NADH DAS,
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